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ABSTRACT

This report presents a profile of summer 2000 guest students at Community College of Philadelphia (CCP) (Pennsylvania). Many students taking summer courses at CCP attend college elsewhere during the academic year. During summer 2000, approximately 950 students were guest students at CCP. Approximately 10% of the students who took credit courses at CCP during the first summer session were guest students; 37% during the mid-summer session were students elsewhere; and 16% during the second summer session were guest students. Overall, guest students were most likely to be from Drexel University (13.1%). Penn State and Temple universities ran a distant second and third to Drexel (7.2% and 6.0% respectively). Most students noted that price advantage was a factor that entered into their decision to take a summer course at CCP. A recognition that the credits they were accruing during the summer would transfer to their college/university, and the availability of courses were also reasons that motivated a good portion of summer students to take classes at CCP. Regardless of session, approximately 75% of the courses taken by guest students were located on the main campus. (JA)

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A Profile of Summer 2000 Guest Students at Community College of Philadelphia

Report #114

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IR Report # 114
A Profile of Summer 2000 Guest Students
at Community College of Philadelphia

Many students taking summer courses at Community College of Philadelphia attend college elsewhere during the academic year. During Summer 2000, approximately 950 students were guest students at the College. Approximately 10% of the students who took credit courses at the College during the first summer session were guest students; 37% during the mid-summer session were students elsewhere; and 16% during the second summer session were guest students.

The list of higher education institutions at which the College's guest students are matriculants is quite broad. Guest students attend over 250 different colleges and universities. Table 1 contains the list of institutions that were represented by at least three guest students during the summer 2000. Overall, guest students were most likely to be enrolled at Drexel University (13.1%). Penn State and Temple universities ran a distant second and third to Drexel (7.2% and 6.0% respectively). Given the small size of their student bodies, Beaver and Lincoln universities were well represented by guest students enrolled at the College (4.3% each). The distribution of institutions changes across summer sessions. Among Summer 1 students, Penn State was most frequently cited while Summer 2 students were most likely to be enrolled at Drexel University and mid-summer students were most likely to be attending Temple University.

Summer 2000 guest students were surveyed to learn about the factors that motivated them to take courses at Community College of Philadelphia and their programs of study. A total of 120 students, representing 12.6% of all Summer 2000 guest students, participated in the survey. Information is provided for students as a whole and separately by summer session.

Guest students' programs of study were as varied as the institutions they attended. Forty-five different programs were cited and the most frequently cited major was Education (Table 2). Communications and Psychology majors were also slightly more prevalent than majors in other disciplines. The most notable difference across summer sessions was the presence of Business majors exclusively in the second summer session.

The reasons guest students cited for taking summer courses at the College are also presented for all students and separately by summer session. Most students noted that price advantage was a factor that entered into their decision to take a summer course at the College. Overall, 80% of students indicated the cost of the course was part of their decision (Table 3). Knowledge that the credits they were accruing during the summer would transfer to their college/university and the availability of courses were also reasons that motivated a good portion of summer students to take classes at the College. Other important deciding factors were the location of classes; ability to enroll in desired courses at convenient class times; and the need to accumulate credits to ensure graduating on time. The distribution of the importance of these deciding factors changed little across summer sessions (Table 3).

Tables 4 contains the locations of the courses that guest students were enrolled in and Table 5 is a list of the courses that guest students took during the summer sessions. The frequencies reflected in these tables are larger than those in previous tables since this information originated from the institutional database rather than the student survey. Regardless of session, approximately 75% of the courses taken by guest students were located at the main campus. Except for the mid-summer session, courses at the Northeast Regional Center were more likely to be taken by guest students than courses at the other two regional centers. During the mid-summer session, guest students enrolled at only two

of the College's sites, the Spring Garden Street campus and the Northwest Regional Center.

Guest students were most likely to take one of the College's science courses (Table 5). They were well represented in Biology, Chemistry and Physics courses. Guest students also took large numbers of courses in Economics and Mathematics. Individual courses with the largest guest student enrollments included: Organic Chemistry, Introduction to Psychology, Introduction to Sociology, Introduction to Physics I and II.

The information suggests several marketing strategies that could be used to target summer guest students. While the distribution of institutions attended by guest students is fairly broad, differences in the distributions across summer sessions suggests some of the College's summer sessions may be more compatible than other sessions with the academic calendars of several institutions. For example, Drexel University students enrolled exclusively in the College's second summer session while Penn State students favored the first summer session. If a misfit between academic calendars prohibits Drexel students from attending earlier summer sessions, marketing materials aimed at Drexel students should highlight courses offered during the second summer session.

The mid-summer session was very important for guest students. There were three times as many guest students enrolled during the session (37%) as there were in either the fist summer session (10%) or the second (16%). The College should target guest students for enrollment in this session and develop marketing activities and materials directed toward them. The College also needs to more fully develop the types, numbers, and schedule for courses offered during this session.

Regardless of summer session, price advantage should be a message conveyed in the advertisements targeted towards guest students. The College should be certain to mention in advertisements the transferability of courses and the convenience of classes,

both in terms of time and locations. The diversity of course offerings should also be conveyed to prospective guest students given the broad range of programs of study reported by them.

Table 1

Colleges Attended by Guest Students

Colleges Attended By Guest Students	# of Guest Students	Percent
Beaver College	37	4.3%
Bloomsburg University of Pennsylvania	6	0.7%
Cabrini College	7	0.8%
Chestnut Hill College	5	0.6%
Cheyney State College	8	0.9%
Clarion University of Pennsylvania	4	0.5%
Delaware County Community College	3	0.3%
Delaware State College	11	1.3%
Delaware Valley College of Science and Agriculture	6	0.7%
Drexel University	113	13.1%
East Stroudsburg University	10	1.2%
Eastern College	13	1.5%
Gwynedd Mercy College	3	0.3%
Holy Family College	3	0.3%
Indiana University of Pennsylvania	8	0.9%
Kutztown University of Pennsylvania	12	1.4%
LaSalle University	26	3.0%
Lincoln University	37	4.3%
Manor Junior College	4	0.5%
Mansfield University	12	1.4%
MCP Hahnemann University	9	1.0%
Methodist Hospital	3	0.3%
Millersville University of Pennsylvania	17	1.9%
Moore College of Arts and Design	5	0.6%
Morgan State University	4	0.5%
Neumann College	6	0.7%
Peirce College	7	0.8%
Pennsylvania State University	62	7.2%
Philadelphia University	7	0.8%
Saint Joseph's University	6	0.7%
Shippensburg University of Pennsylvania	5	0.6%
Temple University	51	5.9%
Thomas Jefferson University	4	0.5%
University of the Sciences of Philadelphia	43	5.0%
University of Pittsburg	7	0.8%
University of the Arts	7	0.8%
West Chester University	27	3.1%
Widener University	12	1.4%
Other Colleges/Universities/Institutions	250	29.0%

Table 2

Guest Student's Major Field of Study

College Major	Summer Session I		Mid Summer Session		Summer Session II		Overall	
	# of Respondents	Percent	# of Respondents	Percent	# of Respondents	Percent	# of Respondents	Percent
Education	6	15.4%	2	13.3%	5	11.8%	14	13.3%
Communications	5	12.8%	1	6.7%	2	3.9%	8	7.6%
Psychology	2	5.1%	2	13.3%	3	5.9%	7	6.7%
Undeclared		0.0%	4	26.7%	3	5.9%	7	6.7%
Business		0.0%		0.0%	6	11.8%	6	5.7%
Nursing	4	10.3%		0.0%	2	3.9%	6	5.7%
Finance	2	5.1%		0.0%	3	5.9%	5	4.8%
Accounting	1	2.6%		0.0%	3	5.9%	4	3.8%
Biology		0.0%	2	13.3%	2	3.9%	4	3.8%
Computer Science		0.0%		0.0%	4	7.8%	4	3.8%
Pharmacy	3	7.7%		0.0%	1	2.0%	4	3.8%
Criminal Justice	1	2.6%	1	6.7%	1	2.0%	3	2.9%
Architecture		0.0%		0.0%	2	3.9%	2	1.9%
Chemistry	1	2.6%		0.0%	1	2.0%	2	1.9%
Communication	1	2.6%		0.0%	1	2.0%	2	1.9%
Social Work	1	2.6%		0.0%	1	2.0%	2	1.9%
Biomedical Sciences	1	2.6%		0.0%		0.0%	1	1.0%
Deaf Studies	1	2.6%		0.0%		0.0%	1	1.0%
Electrical Engineering		0.0%		0.0%	1	2.0%	1	1.0%
Elementary Special Education		0.0%		0.0%	1	2.0%	1	1.0%
Exercise Science	1	2.6%		0.0%		0.0%	1	1.0%
Health Studies		0.0%		0.0%	1	2.0%	1	1.0%
Illustration	1	2.6%		0.0%		0.0%	1	1.0%
Industrial Engineering	1	2.6%		0.0%		0.0%	1	1.0%
Information Science and Technology	1	2.6%		0.0%		0.0%	1	1.0%
International Business		0.0%		0.0%	1	2.0%	1	1.0%
Liberal Arts		0.0%		0.0%	1	2.0%	1	1.0%
Marketing	1	2.6%		0.0%		0.0%	1	1.0%
Mathematics		0.0%		0.0%	1	2.0%	1	1.0%
Molecular Biology	1	2.6%		0.0%		0.0%	1	1.0%
Music Therapy		0.0%	1	6.7%		0.0%	1	1.0%
Nutrition and Food Sciences		0.0%		0.0%	1	2.0%	1	1.0%
Occupational Therapy		0.0%		0.0%	1	2.0%	1	1.0%
Office Administrator	1	2.6%		0.0%		0.0%	1	1.0%
Organizational/Management	1	2.6%		0.0%		0.0%	1	1.0%
Paralegal Studies		0.0%		0.0%	1	2.0%	1	1.0%
Psychology		0.0%		0.0%	1	2.0%	1	1.0%
Physical Therapy		0.0%	1	6.7%		0.0%	1	1.0%
Spanish/Latin	1	2.6%		0.0%		0.0%	1	1.0%
Spirituality and Healing	1	2.6%		0.0%		0.0%	1	1.0%
Sports Management		0.0%	1	6.7%		0.0%	1	1.0%
Total	**39**	**100.0%**	**15**	**100.0%**	**51**	**100.0%**	**105**	**100.0%**

Table 3

Guest Students' Reasons For Attending CCP

Reasons Given for Attending CCP	Summer Session I		Mid Summer Session		Summer Session II		Overall	
	# of Respondents	Percent	# of Respondents	Percent	# of Respondents	Percent	# of Respondents	Percent
cost of courses	38	17.2%	13	20.0%	47	21.9%	98	19.6%
credits will transfer to four-year school	33	14.9%	11	16.9%	40	18.6%	84	16.8%
course availability	31	14.0%	8	12.3%	24	11.2%	63	12.6%
location of classes	19	8.6%	6	9.2%	22	10.2%	47	9.4%
able to enroll in my desired courses and class times	20	9.0%	6	9.2%	15	7.0%	41	8.2%
accumulating credits to graduate on-time	17	7.7%	5	7.7%	14	6.5%	36	7.2%
small class size	13	5.9%	4	6.2%	5	2.3%	22	4.4%
ease of enrollment procedures	11	5.0%	5	7.7%	6	2.8%	22	4.4%
suggestions of friends/relatives	7	3.2%	1	1.5%	10	4.7%	18	3.6%
repeating a course taken at four-year school	5	2.3%	2	3.1%	10	4.7%	17	3.4%
advice of counselor or advisor at four-year school	7	3.2%	2	3.1%	5	2.3%	14	2.8%
to qualify for admission at another college	3	1.4%	0	0.0%	7	3.3%	10	2.0%
to prepare for graduate studies	4	1.8%	1	1.5%	5	2.3%	10	2.0%
parental influence	5	2.3%	0	0.0%	2	0.9%	7	1.4%
strengthen academic skills	4	1.8%	1	1.5%	2	0.9%	7	1.4%
advice of instructor/faculty at four-year school	4	1.8%	0	0.0%	1	0.5%	5	1.0%

Table 4

Location of Courses Taken by Guest Students During Summer 2000

Campus	Overall		Summer Session 1		Mid Summer Session		Summer Session 2	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Main	845	76%	410	75%	42	75%	430	78%
Northwest	45	4%	20	4%	14	25%	23	4%
Northeast	129	12%	70	13%	0	0%	59	11%
West	31	3%	20	4%	0	0%	11	2%
TV	51	5%	21	4%	0	0%	30	5%
Total	**1101**	**100%**	**541**	**100%**	**56**	**100%**	**553**	**100%**

Table 5

Courses Guest Students Enrolled in During Summer 2000

Discipline	Course Number	Course Name	Number of Guest Students Enrolled	Total Number of Guest Students Enrolled
Accounting	ACCT 101	Financial Accounting	21	35
	ACCT 102	Managerial Accounting	13	
	ACCT 202	Intermediate Accounting II	1	
Anthropology	ANTH 101	Introduction to Anthropology	10	20
	ANTH 112	Cultural Anthropology	10	
Art	ART 103	History of Art I	14	37
	ART104	History of Art II	6	
	ART105	Drawing I	1	
	ART 106	Drawing II	1	
	ART 109	Ceramics I	9	
	ART 110	Ceramics II	2	
	ART 150	Introduction to Computer Art / Graphics	1	
	ART 180	Topics in Art Studio	3	
Architectural Technology	ARCH 109	Fundamentals of Design and Delineation	1	1
American Sign Language	ASL 101	Elementary American Sign Language I	17	29
	ASL 102	Elementary American Sign Language II	9	
	ASL 201	Intermediate American Sign Language I	2	
	ASL 202	Intermediate American Sign Language II	1	
Behavioral Health/Human Services	BHHS 105	Introduction to Group Dynamics	1	3
	BHHS 121	Psycho-Social Aspects of Alcoholism/ Drug Addiction	2	
Biology	BIOL 106	General Biology I	37	143
	BIOL 107	General Biology II	15	
	BIOL 109	Anatomy and Physiology I	28	
	BIOL 110	Anatomy and Physiology II	19	
	BIOL 123	Cellular and Molecular Biology	8	
	BIOL 124	Organismal Biology	7	
	BIOL 241	Principles of Microbiology	29	
Computer Assisted Design Technology	CADT 101	CAD Basics	1	1
Chemistry	CHEM101	General Chemistry I	18	200
	CHEM 102	General Chemistry II	4	
	CHEM 110	Introductory Chemistry	19	
	CHEM 118	Introduction to Biochemistry	4	
	CHEM 121	College Chemistry	38	
	CHEM 122	College Chemistry	10	
	CHEM 211	Organic Chemistry	55	
	CHEM 212	Organic Chemistry	52	
Clinical Laboratory Technician	CLT 102	Phlebotomy	6	6
Computer Science	CSCI 111	Programming andAlgorithm Development I	4	5
	CSCI 112	Programming andAlgorithm Development II	1	
Dietetics	DIET 106	Nutrition for a Healthy Lifestyle	1	1
	DP 101	Computer Literacy	3	
	DP 103	Microcomputer Applications	12	
	DP 104	Microcomputer Operating System	2	
	DP 106	Introduction to Business Programming	4	

	DP 218	C Programming	1	
Earth Science	EASC 111	Environmental Conservation	17	17
Early Childhood Education	ECE 121	Program Planning and Curriculum Development I	1	2
	ECE 131	Teacher-Parent-Child Relationships in ECE	1	
Economics	ECON 112	Statistics I	29	100
	ECON 114	Statistics II	13	
	ECON 181	Principles of Economics (Macroeconomics)	42	
	ECON 182	Principles of Economics (Microeconomics)	16	
Education	EDUC 201	Introduction to Education	5	8
	EDUC 225	Educational Psychology	3	
English	ENGL 098	Fundamentals of Writing	1	72
	ENGL 101	Basic Expository Writing and English Composition	12	
	ENGL 102	English Composition	24	
	ENGL 112	Report and Technical Writing	2	
	ENGL 114	Introduction to speech Communication	3	
	ENGL 115	Public Speaking	16	
	ENGL 116	Interpersonal Communication	1	
	ENGL 208	Introduction to Literature:Prose	6	
	ENGL 209	Introduction to Literature:Poetry	7	
Finance	FIN 191	Financial Management	2	2
French	FREN 101	Elementary French	2	3
	FREN 102	Elementary French	1	
Geography	GEOG 101	Introduction to Geography	8	9
	GEOG 103	Cultural Geography	1	
History	HIST 101	United States and Pennsylvania History: The Colonial Period	10	45
	HIST 102	United States and Pennsylvania History: The 19th Century	4	
	HIST 103	United States and Pennsylvania History:The 20th Century	8	
	HIST 120	World Civilization: The Ancient World	9	
	HIST 121	World Civilization: The Medieval/Renaissance World	1	
	HIST 122	World Civilization: The Early Modern Times to Present	8	
	HIST 213	The African-American in the United States	5	
Health Information Technology	HIT 105	Medical Terminology	2	2
Humanities	HUM 101	Cultural Traditions	7	9
	HUM 102	Cultural Traditions	2	
Justice	JUS 101	Survey of Justice	2	11
	JUS 221	Legal Issues of Justice and Human Services	1	
	JUS 241	Criminal Law	2	
	JUS 281	Community Relations	5	
Mathematics	MATH 016	Arithmetic	1	124
	MATH 017	Elementary Algebra	2	
	MATH 118	Intermediate Algebra	14	
	MATH 151	Linear Mathematics	6	
	MATH 152	Probability	3	
	MATH 161	Precalculus I	19	
	MATH 162	Precalculus II	17	
	MATH 163	Discrete Mathematics	3	
	MATH 166	Differential Calculus II	1	
	MATH 171	Calculus I	24	
	MATH 172	Calculus II	14	

	MATH 251	Statistics for Science	10	
	MATH 270	Linear Algebra	5	
	MATH 271	Calculus II	3	
	MATH 272	Differential Equations	2	
Marketing	MKTG 131	Principles of Marketing	2	2
Management	MNGT 121	Management of Contemporary Business	6	21
	MNGT 142	Management information Systems	6	
	MNGT 261	Introduction to the Law and Legal Systems	3	
	MNGT 262	Business Law	6	
Music	MUS 100	Music Reading	1	6
	MUS 101	Piano I	3	
	MUS 120	Music of Black Americans	2	
Office Administration	OA 141	Keyboarding on Computers	1	1
Philosophy	PHIL 101	Introduction to Philosophy	15	27
	PHIL 111	Critical Thinking	6	
	PHIL 251	World Religions	4	
	PHIL 252	Philosophy of Religion	2	
Photographic Imaging	PHOT 101	Basic Photography	2	2
Physics	PHYS 111	Introduction to Physics I	50	84
	PHYS 112	Introduction to Physics II	34	
Political Science	POLS 101	Introduction to Political Science	6	21
	POLS 111	American Government	15	
Psychology	PSYC 101	Introduction to Psychology	48	72
	PSYC 201	Child Psychology	5	
	PSYC 205	Psychopathology	7	
	PSYC 215	Developmental Psychology	12	
Sociology	SOC 101	Introduction to Sociology	51	54
	SOC 212	Sociology of Marriage and Family	1	
	SOC 233	The Sociology of Ethnic and Minority Group Relations	2	
Spanish	SPAN 101	Elementary Spanish	18	32
	SPAN 102	Elementary Spanish	12	
	SPAN 201	Intermediate Spanish	2	
Total				**1101**